

Permit Requirements



**City of St. Louis BikeShare Program
St. Louis, Missouri
revised 3/2/18**

Please submit applications to:

Department of Streets
Division of Traffic
City of St. Louis
1900 Hampton, St. Louis, MO 63109
Phone: 314.647.3111

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1.0 General Information

Project Title and Location

Title: City of St. Louis Bike Share Program

Location: The project is envisioned for phased implementation across the entire City of St. Louis and eventually extending beyond the City Limits into St. Louis County, if and where feasible. It is anticipated that the initial phase(s) of implementation will be focused on the Central Corridor (Downtown through Washington University's Danforth Campus) area and adjacent neighborhoods.

Inquires and Project Management

All communications concerning this permit shall be directed to the permitting entity. The permitting entity is:

City of St. Louis
Department of Streets
Traffic and Lighting Division
1900 Hampton Ave.
St. Louis, MO 63109
venkerd@stlouis-mo.gov

2.0 Background

Vendors are required to read and understand all information contained within the entire Permit. By responding to this Permit, the vendor agrees to read and understand this document.

Purpose: This permit for the City of St. Louis Bike Share Program is being issued by the City of St. Louis, Missouri through the Department of Streets, Division of Traffic and Lighting. The City of St. Louis (hereinafter referred to as “the City”) is interested in implementing a multi-year Bike Share program. The goal of the program is focused on the 11 goals listed below for the citizens of St. Louis and for those who visit the City. The City is open to applications from qualified vendors regarding their Bike Share solutions. Applications should be from vendors with previous experience implementing and supporting Bike Share.

1. Enhance the public transit network
2. Promote travel to landmarks, parks, trails, and shopping districts
3. Improve St. Louis' image and attract new residents and businesses

4. Increase physical activity to benefit public health
5. Increase access to job opportunities and education
6. Expand mobility options for low-income neighborhoods
7. Create an equitable and accessible system for all races, income levels, cultures, and abilities
8. Use bike share to leverage more bike infrastructure
9. Serve visitors and tourists to maximize revenue
10. Connect neighborhoods across racial, cultural, and physical divides
11. Improve air quality and reduce motor vehicle traffic

The City of St. Louis is permitting qualified companies, organizations, vendors, or other entities to design, build, operate, maintain, manage, and market a modern bike share system through a network of publicly-accessible bicycles located throughout the city. Ideally, this system would enable the public to access shared bicycles available in the public right-of-way or on public or publicly-accessible private property as an extension of the public transportation system and as a new mobility option for residents and visitors to our city. This system could be dockless, with free-standing bikes that don't require racks or stations; station-based, where bikes are checked out from a station and returned to another station; or a blend of the two system types. The system is anticipated to be available to the public 24-hours per day, 7 days per week. The system could be expanded in phases.

The City of St. Louis is a constitutional charter city, organized and existing under and pursuant to its Charter, the Constitution and the laws of the State, and is not part of any county. The City performs county functions in addition to its municipal functions. The City is the center of the 8-county St. Louis Metropolitan Statistical Area (the "Metropolitan Area"). As of the 2010 census, the City's population was 319,294. Even though decennial census data has shown a long-term trend of reduction in total population in the City between 2000 and 2010, the two neighborhoods that form downtown St. Louis grew in population by 155%, as dozens of former manufacturing buildings were converted to lofts and apartments and other neighborhoods in the City have shown notable reinvestment and improvements in total levels of population. Downtown St. Louis has experienced more than \$4.5 billion of investment since 1999, including the construction of a new ballpark for the St. Louis Cardinals and the first phase of Ballpark Village. Downtown St. Louis continues as one of the region's major employment center with a worker population of approximately 90,000.

The Metropolitan Area and the City have continued their successful transition from a predominantly heavy manufacturing-based economy to one based on focused plant and life sciences, information technology, advanced manufacturing, financial services, and transportation and distribution. The Metropolitan Area is a major business center with many corporate headquarters. A number of those headquarters are located in the City: Sigma Aldrich, Stifel Financial, U.S. Bancorp Community Development Corporation,

Wells Fargo Advisors, and the AB/InBev North American headquarters. The City is also a major center for higher education. Washington University's Danforth Campus is partially located on the City's western boundary and the University's medical school is located entirely within the City, as are Saint Louis University's main and medical school campuses. The City is also a well-regarded center of health care. Of recent note, major renovation and expansion projects at BJC's large campus in the Central West End neighborhood, continued growth and investment by St. Louis University, and significant investment in facilities at Cortex. Cortex is an approximately 168-acre redevelopment project located north of highway 64 between Washington University's Danforth Campus and St. Louis University that has become an important center of innovation and technology in the region and is also the home of an IKEA store that constitutes an important addition to retail centers located in the City.

The St. Louis region benefits from a nationally-acclaimed public transportation system "Metro" run by Bi-State Development Agency. There are currently 46 miles of light rail tracks and 37 light rail stations in the City of St. Louis, St. Louis County, and St. Clair County in Illinois. Next year, the 38th station will begin operation in the Cortex District, responding to the demand generated by that new economic development engine. There are also 79 MetroBus routes and a paratransit service for the elderly and disabled. The City of St. Louis has built over 133 miles of bike facilities, and Great Rivers Greenway, a regional governmental agency voted into being through a sales tax in 2000, has built over 113 miles of bike and pedestrian greenways throughout the region. The City of St. Louis was awarded Silver Level Bike Friendly Community by the League of American Bicyclists in May 2017.

BikeShare programs are fast becoming an expected mobility option in American cities, complementing other mobility options, resulting in reduced car usage, increased rates of transit use, lower parking demand, increased sales for local small businesses, and improved public health, among other positive outcomes. In St. Louis, bike sharing will address first-mile/last-mile concerns related to public transportation, reduce unnecessary car traffic in congested areas, draw more visitors to the city, and help visitors travel between attractions.

3.0 Permit Requirements

This permit allows Bike Share bikes and/or stations to be located primarily in the public right-of-way as well as on public property and publicly-accessible private property, in coordination with the City and station/system sponsors.

Term and Size:

- Permits must be renewed yearly. Permit requirements may be adjusted yearly to accommodate changing technology, needs, and priorities.
- The minimum fleet size upon launch is 500 bikes, not to exceed 750 bikes in the first month of operation. The fleet may then expand by up to 350 bikes per month, with a maximum fleet size of 2,500. After 2500 bikes have been deployed, if the company can demonstrate an upward trend in rides per bike per day and has implemented their education and social equity plan then

the Director of Streets can approve an increase in fleet size. The city would like to see at least 2 rides per bike per day or other metric analyzing bike usage to be considered for an increase in a fleet above 2500 bikes. . Permitted operators shall notify the City of St. Louis if they plan to change their fleet size two weeks before deployment; and include payment for the additional fee for the expanded fleet

- Electric bicycles and American with Disability Act bicycles present your term and size plan to the city for approval to be made by the Director of Streets.

Maintenance and Safety:

The Bike Share bicycles and/or stations will be maintained to a high standard of function and cleanliness. The Vendor will be solely responsible for maintenance of the stations, the bicycles, technology, locking systems, advertising, and any other elements of the Bike Share system.

- All bicycles used in systems issued a permit under this permit program shall meet the standards outlined in the Code of Federal Regulations (CFR) under Title 16, Chapter II, Subchapter C, Part 1512 – Requirements for Bicycles. Additionally, permitted systems shall meet the safety standards outlined in ISO 43.150 – Cycles, subsection 4210
- Each bicycle must comply with all applicable State and local laws, including front and rear lights, bell, and reflectors.
- Each bicycle must be equipped with a locking mechanism and/or smart technology equipment to prevent theft, as well as permanently affixed real-time GPS tracking device in order to track ridership data, owned and provided by the bicycle share operator.
- Any electric bicycles used in systems issued a permit under this permit program shall meet the National Highway Traffic Safety Administrations (NHTSA) definition of low-speed electric bicycles; and shall be subject to the same requirements as ordinary bicycles. This means that electric bicycles shall have fully operable pedals, an electric motor of less than 750 watts, and a top motor-powered speed of less than 20 miles per hour when operated by a rider weighing 170 pounds. Additionally, the City reserves the right to terminate any permit issued under this program if the battery or motor on an electric bicycle is determined by the City to be unsafe for public use.
- All permitted systems shall have visible language that notifies the user that:
 - Helmet use is encouraged while riding a bicycle.
 - Bicyclists shall yield to pedestrians.
 - When riding on-street, follow the rules of the road, following all motor vehicle laws and ordinances in the City of St. Louis
- All Bike Share operators permitted shall have a 24-hour phone number clearly on each bike for customers to report safety and maintenance concerns, complaints, or ask questions. Bicycles will have a unique identifier that is visible to the user. Bicycles not safe to operate will be removed from the public way within 24 hours of notice and repaired before being put back into service. Bike Share operators must have a staffed operations center in the City of St. Louis with no fewer than 6 full time employees (or full time equivalents) and must

provide the City of St. Louis with a direct contact located in the City of St. Louis capable of ensuring the rebalancing and maintenance of the bikes.

Right of Way:

The Bike Share operators will work to make sure the bikes and/or stations do not impede the regular flow of travel in the public right of way and maintain an orderly appearance.

- Bicycles shall be upright when parked.
- Bikes shall not be parked in a way that impedes the regular flow of travel in the public way, or in a way that impedes the 5 feet clearance on sidewalks needed for ADA compliance. Legal parking includes the landscape/furniture zone and any bicycle rack in the public right of way.
- Bikes must be parked to maintain unimpeded access to entrances to private property or driveways.
- Bikes must be parked to maintain vehicular travel area for any size vehicle.
- Bikes must be parked outside of any protected tree planting or landscaped area.
- For station-based vendors, stations should be located primarily within the public right-of-way, along public streets and sidewalks. Stations may also be located on other public property, including parks, trails, parking lots/garages, events venues, etc., or be located on private property, provided that the property owner agrees to allow 24/7 public access to the Bike Share station. The City must approve the location of every station in the system (within City limits) in writing and the Bike Share operator must work with the City to identify the desired area(s) and station spacing for each implementation phase, including ongoing system refinement.
- The City of St. Louis reserves the right to add designated parking areas or restrict bike parking within certain areas.
- The City of St. Louis retains the right to create geo-fenced stations within certain areas where bicycles shall be parked.
- Bike Share operators are responsible for informing customers how to park the bicycle correctly within public rights of way, city and national parks, and institutions. Bike Share operators will provide a plan on how they will incentivize customers to park safely and correctly, and will be responsible for passing on fees and disincentives for illegally parked bikes.
- Bicycles parked in violation of the permit or other Federal or City Codes or are vandalized or inoperable shall be re-parked in a correct manner or removed in accordance to the following times:
 - 6am-6pm Mon-Fri (holidays excluded) – within 2 hours of receiving notice.

- 9am-9pm 7 days/week within Forest Park between April 1 and Oct 30.
- All other times – within 10 hours of receiving notice.
- During Special Events bike share operators may ask permission from the Director of Streets for a variance to these time restrictions.
- Bike Share operators will rebalance bikes to improve usage and spread/social equity outcomes.
- Any free-floating bicycle that is parked in one location for more than seven (7) consecutive days without moving must be evaluated and/or moved by the bicycle share system provider. If the bicycle remains in one location after 7 days, it may be removed by the City of St. Louis and taken to a City facility for storage at the expense of the bicycle share operator. The bike share operator will be notified prior to the removal of their equipment unless it is an obstruction, interference or an emergency.
- If the City of St. Louis incurs any costs addressing or abating any violations of these requirements, or incurs any costs of repair or maintenance of public property, upon receiving written notice of the City costs, the permitted operator shall reimburse City of St. Louis for such costs within thirty days.
- Bike Share operators must be willing to attend a meeting with surrounding municipalities to introduce the operators to them and make them aware of our Bike Share program and how it may affect them, and potentially how they could permit the operators as well. This could include the 89 municipalities surrounding the City, St. Louis County, Missouri Department of Transportation along with municipalities in St. Clair and Madison Counties in Illinois, and the Illinois Department of Transportation.
- Bike Share Operators will attend an onsite meeting with the City of St. Louis staff to discuss the program and show a demonstration bicycle that will be deployed prior to permit approval

Social Equity and Engagement:

Bike Share operators must be willing to meet quarterly and cooperate with the goals of the City of St. Louis and its partners, including the Bike Share Working Group regarding social equity and access to the bike share program. The Bike Share Working Group consists of over 40 regional stakeholders that have been working to bring Bike Share to St. Louis. The Vendor should be willing to cooperate to ensure all residents have access to this program. Additional education, marketing, and engagement with low income, minority, non-English speaking, and zero-car populations is strongly preferred to ensure those who stand to benefit most from this tool for mobility and access have the opportunity to use the system.

- Bicycles will be available at rates that are clearly and understandably communicated to the customer prior to bicycle use.
- Bike Share operators are responsible for educating the public on the bike share program, and on how to bike safely.

- Bike Share operators are required to have a non-smart phone option to use the bike share system.
- Bike Share operators are required to have a non-credit card option to use the bike share system.
- At least 20% of bikes will be located on a daily average in the Bike Share Social Equity and Inclusion Target Neighborhoods. At least 1.5% of bikes will be located on a daily average in each of these neighborhood groupings. See map in Appendix E.

Data:

Bike Share companies must be willing to share data with the City of St. Louis and its partners in a manner that does not endanger the privacy of its citizens.

- A record of maintenance activities will be kept, including but not limited to bicycle identification number and maintenance performed. This information will be sent to the City monthly.
- A record of reported collisions will be kept and sent to the City monthly.
- A list of bikes deployed, listed by unique identifier, will be sent to the City monthly.
- A report of lost, stolen and vandalized bikes, will be sent to the City monthly.
- A report on the implementation of the Bike Share operators education, marketing and engagement plan, will be sent to the City monthly.
- Bike Share operators must be willing to distribute a customer survey, to be provided to the City of St. Louis, to all users and non-users at a maximum frequency of yearly.
- Anonymized data regarding the number of bike share customers and trips will be provided to the city via an API including: daily and weekly rides, daily and weekly unique riders, hourly rides, daily and weekly app users, and trip information as follows:

Field Name	Format
Company Name	[company name]
Trip Record Number	0001, 0002 ...
Trip Duration	MM:SS
Trip Distance	Mile
Trip Date	MM, DD, YYYY
Start Time	HH
Start Location	Census block
End Location	Census block

- The following bike availability data for oversight of parking compliance and bicycle distribution by minutes will be provided to the city:

Field Name	Format
GPS Coordinate	X, Y
Availability Duration	Minutes
Availability Start Date	MM, DD, YYYY
Availability Start Time	HH:MM:SS (00:00:00 - 23:59:59)

In recognition of the City’s commitment to protecting residents’ privacy, Bike Share companies may elect at any time to instead provide data to a designated research entity conducting research on privacy protection in transportation data; such as the University of Washington’s Transportation Data Collaborative.

Data sharing must follow the research entity’s own Institutional Review Board (IRB) and information compliance requirements. The specifications for the dataset provided to the research entity are to be determined by a data sharing agreement between the Bike Share company and the research entity. Bike share companies electing this option recognize that the research entity will provide robust privacy protected data for use by the city, specified in a data use agreement, to which Bike Share companies and public entity will have input.

Termination:

- The City of St. Louis has the right to amend the permit during the course of the permit term. The City of St. Louis will notify all permit owners of the change and the reasonable time period of which to comply. If compliance is not made within the time period, then the City of St. Louis has the right to terminate the permit. Reapplication once the new criteria is met, is allowed at any time.
- The City of St. Louis reserves the right to terminate permits at any time and require that the entire fleet of bicycles be removed. The decommissioning shall be completed within thirty (30) days unless a different time period is determined by the City of St. Louis.
- Upon receiving notice of permit termination, the permit holder has the right to appeal the decision to the Director of Streets. A request for appeal must be provided in writing to the Director of Streets no less than seven (7) days after receiving the termination letter via certified mail.
- Any permit holder not satisfied with the Director’s decision may request a final appeal hearing with the Board of Public Service. Such hearing shall be set before the end of the thirty (30) day decommissioning period set by the City in the original notice provided via certified mail. The decision made by the Board of Public Service shall be final.

Liability and Insurance:

- The Bike Share operator will be liable for, and shall indemnify, defend

and hold the City, its officers, agents, and employees harmless from, any and all claims or damages to persons or property by reason of the design, installation, operation, maintenance or promotion of the System.

- The Bike Share operator will be required to procure and maintain, at its sole cost and expense, the following types of insurance from an insurance company acceptable to the City:
 - A. Commercial General Liability Insurance in the amount of one million dollars (\$1,000,000) aggregate and one million dollars (\$1,000,000) per occurrence in the Company’s name, and naming the City, its officers, agents and employees as an additional insured thereunder, and endorsed to cover the liability assumed by the Company;
 - B. Workers’ Compensation Insurance in accordance with applicable Missouri State law;
 - C. Employers’ Liability Insurance in accordance with applicable Missouri State law; and
 - D. Automobile Liability Insurance in the amount of one million dollars (\$1,000,000) aggregate and one million dollars (\$1,000,000) per occurrence and naming the City, its officers, agents, and employees as an additional insured.
- Policies specified in a., b. and d. above shall name the City as an “additional insured” and shall contain a provision that such policy cannot be amended or terminated without fifteen (15) days prior written notice to the City.

Fees:

Annual Permit Fee	\$500 yearly	Administration of the Permit
Annual Bike Fee	\$10/ bike-yearly	infrastructure changes: converting parking spaces to dedicated bike share parking, moving street furniture, and putting up signage

Permit application:

Permit applications must be succinct and all pages must be numbered. Boilerplate and glossy promotional materials are discouraged; any such materials deemed necessary should be included as a separate appendix and may or may not be considered as part of the evaluation. All components of the permit application shall be on 8.5" x 11" pages with the exception of two to three pages depicting imagery, mapping, etc. which may be on 11" x 17" pages. Font size shall be limited to 10 point font or larger with single line spacing.

Required Attachments:

- Synopsis of Bike Share operator service model and qualifications, including images of the bicycle and mobile application
 - Schedule for implementation and phases of expansion, including the size of fleet and service area at launch, and the size and service area of any planned fleet expansions
 - Organizational structure for St. Louis bike share program, including title, and their specific responsibilities on the project. There is a strong preference to hire locally.
- Screenshot illustrating how customers will be notified through a mobile and web application of the following:
 - People on bicycles are encouraged to wear helmets.
 - People on bicycles must follow all traffic laws.
- Plan for providing an equitable bicycle share service, including education, marketing, and engagement with the community as a whole with and additional component for low income, minority, non-English speaking, and zero-car populations. This may cover such topics as how to use Bike Share, Bicycle Safety and Bike Laws.
 - Proof of general commercial liability insurance with a minimum liability limit of \$1,000,000 and that lists the City of St. Louis as additionally insured
 - Indemnity Agreement (attachment provided by city).
 - Plan for educating users on proper bicycle parking
 - Description of pricing structure, rates, and methods of communication to the customer illustrating how the bikes will be available at rates that are clearly and understandably communicated to the customer prior to bicycle use.
 - Documentation of how users without a smartphone can use the bike share system.
 - Documentation of how users without a credit card can use the bike share system.
 - Documentation of how a sufficient number of bikes will remain in the Bike Share Social Equity and Inclusion Target Neighborhoods.
 - Permit application fee of \$500

Bike Share Social Equity and Inclusion Target Neighborhoods

Method for selection

The methodology for selecting the Bike Share Social Equity and Inclusion Target Neighborhoods started with the equity map created during the Bike Share Feasibility Plan, conducted by Alta Planning + Design for Great Rivers Greenway in 2014. This map utilized layers of census data to map out areas of the city where residents faced disadvantages that may negatively affect things that bike share could help with, like access to transportation and job opportunities, affordability of transportation, and health outcomes. These are areas where bike share could provide an amenity and option for those that are in the most need, and yet are not the population most likely to use bike share without some additional engagement. The largest user demographic for bike share nationwide are relatively well-off, white people, and often under the age of 35 and often male - as such, additional resources and attention are often needed to make bike share understood and beneficial for people that don't fit that profile.

To create the equity map, Alta performed a spatial analysis of four variables associated with traditionally underserved populations with transportation challenges using data from the U.S. Census:

- Percentage of population representing people of color
- Percentage of households below 200% of poverty level as defined by the U.S. Census Bureau
- Percentage of households with no automobile available for daily use
- Percentage of households where the adults are non - English speakers

Each of the four variables were mapped and are shown in the following pages along with more explanation of the methodology and reasoning for the analysis, taken from the Bike Share Feasibility Study. The four variables were then amalgamated into a single equity map, found on page 9. Using the final equity map as the base of selecting these target neighborhoods, staff identified neighborhoods that had high concentrations of these variables, which includes much of north St. Louis as well as several parcels on the southside of the city.

Bike share is usually used for trips between 1 and 3 miles, and thus most likely to be used in areas closer to the urban core where there is a high concentration of destinations within a short bike ride. Bike share is also envisioned as a first mile/last mile connection for transit. As such, staff limited the selected neighborhoods from the equity map to those that were within 3 miles of MetroLink. Since MetroLink runs through the urban core of St. Louis, this method also selected neighborhoods that were close enough to a concentration of destinations that residents were likely to find bike share useful as a means of transportation.

Staff then matched the areas selected from the equity map with borders of the actual neighborhoods, so that these areas would reflect the actual communities in whole. For example, the Dutchtown/Gravois Park/Marine Villa area was expanded from the handful of census tracts shown on the equity map to completely cover the neighborhoods in a way that was more reflective of the community infrastructure and cohesion in this area.

A few areas showing high concentrations of the four variables on the equity map were not included as target neighborhoods. The tract directly south of downtown was not included because the area is largely made up of rail lines and industrial uses, rather than residences or high levels of employment. Additionally, the tract in Tower Grove South was not included because more updated census data did not show abnormally high concentrations of those four variables. Lastly, the tract in Central West End just west of Grand Boulevard was not included because this area includes a large student population, which have low income but are not in need of the additional focus and engagement that is needed for adults of low income.

Through this selection process, staff consulted civic-minded organizations as to whether these neighborhoods made sense as the bike share social equity and inclusion target neighborhoods. Staff received input from non-profits focused on regional community development, neighborhood community development, neighborhood associations, racial equity, community engagement, bike advocacy, and public transportation, as well as from other City of St. Louis staff and Bi-State Development, which is pursuing a bike share social equity grant using this geography.

This geography may be expanded or shifted in the future as needed.

Bike Share Social Equity and Inclusion Target Neighborhoods

Target Neighborhoods



West End/Visitation
Park/Academy/Hamilton
Heights



Wellsgoodfellow/Kingsway
West



The Ville/Greater Ville



Kingsway East/Fountain
Park/Vandventer



Jeff-Vander-Lou/Grand Center



Choice Neighborhoods: Carr
Square/Columbus Square/Old
North/St. Louis Place



Hyde Park/St. Louis Place/Old
North



Dutchtown/Gravois
Park/Marine Villa/Mount
Pleasant

